

ABSTRACT

An online system presents remote users with static incentives, dynamic incentives and the ability to create and submit customizable incentives related to goods or services of interest to the user. By using the incentive delivery system, the user can research goods or services of interest and in an interactive fashion create an incentive package most desirable to the user and submit same to a central location. The systems performs decisioning routines on submitted incentive requests and makes such requests available for review. Ultimately, the submitted requests may be accepted or rejected or a counter-incentive may be issued to the user for consideration. A manufacturer, such as an automobile manufacturer, can offer incentives direct to its consumers and enter into an electronic dialogue with its customers to help drive profits and sales in the most efficient manner. For instance, where certain models of vehicles are in over-supply in a certain geographic region a manufacturer may in real-time tailor its incentive offerings to help account for seasonal or other demand events. Further, the manufacturer can in real-time see the response to its incentives offerings and make appropriate changes to insure the desired result of its marketing efforts is obtained. A graphical user interface enables the remote user to search products or services of interest and to selectively build desired incentives and submit same for acceptance.